

DAFTAR PUSTAKA

A. Literatur Buku

Barlow, Janelle & Maul, Dianna, (2000), *Emotional Value*, Berret-Koehler Publisher, Inc, San Fransisco.

B. Joseph Pine II dan James H. Gilmore (1999), *The Experience Economy. Work Is Theatre and Every Business a stage*, Boston: Harvard Business School Press.

Barnes G. James, (2003), *Secrets of Customer Relationship Management*, McGraw Hill.

Brown, A. Stanley, (2000), *Customer Relationship Management:: Strategic imperative in the world of e-business*, John Wiley & Sons Canada Limited.

Buchari Alma, (2000), *Manajemen Pemasaran dan Pemasaran Jasa*, Bandung, Penerbit Alfabeta.

_____, (2004), *Manajemen Pemasaran dan Pemasaran Jasa*, Bandung, Penerbit Alfabeta.

Craven.David, W (1996), *Pemasaran Strategis*, jilid I, terjemahan Lina Salim, Jakarta, Erlangga.

Freddy Rangkuti, (2000), *The Power of Brands*, Jakarta, PT. Gramedia Pustaka Utama.

Fandy Tjiptono, (2001), *Strategi Pemasaran*, Yogyakarta, PT Andi Offset.

Griffin, Jill, (1995), *Customer Loyalty How to Keep it*, Singapore Lexington Books

G. Zikmund, William, (2003), *Customer Relationship Management, Integrating Marketing Strategy and Information Technology*, John Willey & Sons, Inc. USA.

Hill, Nigels, (1996), *Hand Book of Customer Satisfaction Measurement* Hampshire, England, Gower Publishing Limited.

_____, (2002), *Customer Loyalty How to Keep it*, Singapore Lexington Books.

Harun Al-Rasyid, (1994), *Teknik Penarikan Sampel dan Penyusunan Skala* UNPAD Bandung

Hermawan Kartajaya (penyunting: taufik dan Hartono anwar), 1997, *Marketing plus 2000*, siasat memenangkan persaingan global. Jakarta: penerbit PT. Gramedia pustaka utama.

_____, 2003, *Marketing In Venus*. Jakarta: Penerbit PT. Gramedia Pustaka.

Husein Umar, (2001), *Studi Kelayakan Bisnis*, Jakarta, PT. Gramedia Pustaka Utama

Knapp, Duane E., 2000, *The Brand Mind Set*, (alih bahasa: Drs. Sisnahudi, MBA). Andi, Yogyakarta.

Kotler, Philip, (1997), *Manajemen Pemasaran, Analisis, Perencanaan, Implementasi, dan Kontrol*, Jakarta, Penerbit Prenhalindo

_____, (2000), *Manajemen Pemasaran*, edisi Milenium, terjemahan Hendra Teguh, Jakarta, Penerbit Prenhalindo

_____, dan Amstrong, Gary (2003), *Marketing Manajemen Eleven Edition, Upersadler River, New Jersey: Pretice Hall Inc.*

Masri Singarimbun dan Sofyan Effendi, 1995, *Metode Penelitian Survey*, Jakarta: LP3s.

Oliver. Richard L. (1997), *Satisfaction, A Behavioral Perspective on The Customer*, New York: Mc Graw-Hill, Companies Inc

Robinette, Scott & Brand, Claire, 2001, *Emotion Marketing, The Hallmark Way of Winning Customers For Live*. McGraw-Hill

Shimp, A. Terence, (2003), *Periklanan Promosi*, alih bahasa oleh Revyani Sjahrial dan Dyah Anikasari, PT. Eralangga

Suharsimi Arikunto, (2002), *Dasar-dasar evaluasi Pendidikan*, Jakarta, Bumi Aksara

Sudjana, (1997), *Statistika*, Bandung, Tarsito

_____, (2001), *Statistika untuk Ekonomi dan Niaga*, Bandung, Penerbit Tarsito.

Syarifudin Chan, (2003), *Relationship Marketing*, Jakarta, PT Gramedia Pustaka Utama.

Sugiono, (2003) *Metode Penelitian Bisnis*, Bandung, CV. Alfabeta

_____. (2000) *Metode Penelitian Bisnis*, Bandung, CV. Alfabeta

Tim TPPS, (2004), *Pedoman Operasional Penulisan Skripsi*, Bandung, Program Studi Pendidikan Tata Niaga/Manajemen Bisnis

Wahid Sulaiman, (2002) *Jalan Pintas Untuk Menguasi SPSS 10.0*, Yogya, Andi

Winamo Surachmand, (1998), *Pengantar Penelitian ilmiah (Dasar Metode Teknik)*, Bandung. Transito.

Zeithaml, Valerie A. and Mary Jo Bitner, 2000, *Service Marketing* Mc Graw-Hill International Edition, USA.

B. Jurnal, majalah dan sumber lainnya

Asto Sunusubroto, (2003, 18 September), *Kepuasan, Performa, dan Para Loyalis*, SWA, [Sajian Utama], halaman 38, Tersedia: www.swanet.com

Budi Handojo, (2003), *Merek-merek Superkuat dan Super-Cling*, (SWA) Edisi 14/XIX/10-23 Juli 2003, Juli.

Fornel, C., (1992), *A National Customer Satisfaction Barometer: Swedish Experience*, Journal of Marketing Vol 56 (January), p12.

Rosenberg, E. , (2001), *The Consumer Always Emotional*, Journal Of Marketing Vol 34 (Mei 2003).

Johnson Dongoran, (2001), *Loyalitas Merek Pada Produk Tertentu*, Jurnal Ekonomi dan Bisnis (Dian Ekonomi) no 7/2001 206-232.

Marketing, (2004), *50 Brand Loyalty*, Edisi 01/IV/2004, Jakarta.

Majalah SWA, (2002), *Perang Badar Produk Massal*, Edisi 20/XVIII/30 September - 9 Oktober 2002.

_____. (2003), *Potret Kepuasan Pelanggan 2003*, Edisi 19/XIX/18 September - 1 Oktober 2003, Oktober.

_____, (2004), *Indonesia Satisfaction Customer Award (ICSA) 2004*,
Edisi 20/XX/30 Sptember-13 Oktober 2004

Ouwersloot, Hans dan Anamaria Tudorica, (2001), *Brand Personality Creation Through Advertising*. Dalam Maxx Working Paper Series [On Line]. Vol 1 (1), 25 halaman. Tersedia: <http://www.ace-search-engine-optimization.co.uk/brand-personality.html> - 15k. [10 Maret 2004]

